AXOR

Water Stories



Make it yours!

Realizing individual luxury

From personalities for personalities Individual bathroom concepts by Masquespacio, Ushi Tamborriello, and Barber Osgerby

Product innovations Exceptional products and expressive colors for even more personality in the bathroom

Experiences Inspiring insights into living spaces and hotels with AXOR worldwide

MAGAZIN

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Bathrooms are one of the most intimate rooms in our home. Therefore, it's not surprising that a highly personal design of these spaces can profoundly affect us. With “Make it yours!” AXOR is dedicated to making customized luxury a reality in the bathroom. Whether through stylistic diversity, impactive colors or excellence in every detail: AXOR makes it possible to design unique spaces that reflect unique personalities. Discover bathroom concepts by world-renowned interior designers using our extraordinary new products, as well as inspiring implementations in sophisticated projects—and immerse yourself in the fascinating possibilities of expressive color design.

Color signifies life, gives joy, and emphasizes our personality

Color is not only life's greatest system of symbols, a method that animals employ to communicate and plants exploit to compete for pollination. Color itself is pure energy for life. Sometimes we get red with anger, turn green with envy, or find solace in our blues. Few people can resist the fascination of a sunset by the sea. In moments like these, nature captivates us with overflowing cascades of color. Colors are the fabric of our memories and feelings. We use them to express our moods and dress according to them. There is a reason why a recent fashion trend was called "dopamine dressing": Bright colors and accents provided comfort and joy even in the difficult times of the coronavirus pandemic. Because we're all experts when it comes to color. 132 million photoreceptor cells give us the ability to distinguish between 20 million shades of color. It's a gift evolution gave us to help us quickly detect ripe fruit.



Dreamlike sound

The primal essence of color is its "dreamlike sound," claimed the color theorist Johannes Itten, who believed that color is "light turned into music." But what's really behind this? Why is color so fascinating to us? Because it affects us in such various ways and provides a space for our personality to unfold, psychologists say. Researchers like Axel Buether even see a direct connection between the colors we choose and the impression we want to make on others—usually a positive one, of course. Who doesn't want to seem energetic and desirable? Color can achieve that precisely. It lends us beauty and gives our homes an unmistakable identity. Nothing so greatly impacts a room like the color of its walls or furniture, as they convey changing fashions and the artistic sensibilities of the people who chose them. The manner in which we furnish our homes and the combinations we choose to make emphasize our personality. Whether we consciously set contrasts or follow classical harmonies: Color evokes feelings—and speaks to our taste.

In the image of the exceptional

Minimalism and reduction work magnificently in a colorful, even gaudy world. This is why modernism was initially expressed through solid white buildings and purist interiors. But even Le Corbusier was intoxicated by color, developing a system of 63 coordinated tones that he described meticulously: The powerful cerulean blue attracts attention, while the medium gray remains elegant and restrained. Le Corbusier's "Polychromie Architecturale" has undergone a renaissance in recent years. Color was an integral component of design for the Swiss architect, almost as important as the floor plan itself. Artists like James Turrell and Ólafur Elíasson even succeed in weaving space, light and color into one dense unit with almost transcendental qualities.

Color is en vogue. Even in architecture. "Now and again, we must remember that color is an architectural component," says star architect Bjarke Ingels as he admits: "Sometimes it seems risky to work with, but it's worth it." This is demonstrated by exhibition spaces that leave the concept of the "white cube" behind and cover their walls with wallpaper and fabrics, or paint them with rich colors. Color is a sign of taste and joie de vivre. Cafés and restaurants present themselves in fresh, unconventional and sometimes daring color combinations that create special spatial impressions. The same is true of private interiors, as well as flagship stores for leading luxury brands. The days of purist reduction and forced restraint are over. Color plays a leading role in architecture and design. It emphasizes textures and modulates atmospheres, creates space and helps distance us from the daily life's mundanities.

Color as an expression of personality

You don't need to be a psychologist to experience the effect colors can have: they excite, entice, stimulate. Our world is full of them, from simple filing cabinets to traffic signs to business cards. But color is anything but mundane. It comes down to the harmony of color chords, staged twists and special tones. In the interplay of space and architecture, color is revealed in its true element. Lyonel Feininger raved that the staircase in his studio was his "only joy" in the early 1920s, believing it was "so funny, with its red banister strip on the cobalt-blue stair stringers." This feeling can be experienced again today in the renovated master houses at the Dessau Bauhaus. Paul Klee's home resembled a three-dimensional watercolor painting with sunny yellow ceilings and pine-green walls. His neighbor Kandinsky even combined egg yolk-yellow staircase borders with black floors to create a veritable explosion of color. The right shade on the walls was a natural part of Dessau, so much so that Paul Klee demanded that the "windows be painted with richer tones" during a visit to the construction site. It



is precisely this abundance that makes color design today both an experience and a journey to ourselves, a mirror of our ideas and desires condensed into one space. Completely personal. And completely us.

Bathrooms show their true colors

Color is the preferred design medium for special places. This includes the bathroom, the room that emphasizes our personality like no other. Haptic experience, sensuality, and the joy of color come together. As Pablo Picasso once said: "Art washes away the dust of everyday life from the soul." Why shouldn't the same principle also apply to a very special bathroom? The futuristic bathroom concept "Utopian Dream" by the Spanish design studio Masquespacio certainly leaves everyday life behind. Ana Milena Hernández Palacios and Christophe Penasse celebrate the bathroom as a temple where we can take time out from the from the "dust of everyday life." To achieve this, the designers concentrated on selected objects and materials. The sink, bath tub, shower and accessories, like the towel rack, have all been refined with the AXOR Polished Black Chrome surface finish. Luxury is when even your most special wishes can be fulfilled. That is why the AXOR Signature Service transforms bathroom faucets into unique pieces, laser-etching, printing and engraving signets, modifying handles, and offering personalized worlds of color, such as the AXOR One Colors, a selection curated by the British design duo Edward Barber and Jay Osgerby available in: Aquamarine, Coral, Ice, Stone, Shell, or Sand. Entirely personalized concepts of luxury can now be realized in the bathroom. Color is an essential part of the mix.



MASQUESPACIO

Utopian Dream





"Luxury spaces especially need something distinctive, that makes them creative and individual."

Ana Milena Hernández Palacios and Christophe Penasse founded their design consultancy, Masquespacio, in Valencia in 2010. Translated as ‘More than Space’, Masquespacio takes a fresh approach to every project, producing eclectic, colorful interiors that are always unique. In addition to designing spaces for restaurants, hotels and major brands on four continents, Palacios and Penasse create artisanal furniture and objects under their Mas Creations label. They have garnered numerous international awards, including the ‘Young Talent of the Year’ award from Elle Decoration in 2020.



A mystic experience above the clouds

Mixing vibrant colors with unexpected details, Valencia-based design studio Masquespacio creates distinctive interiors that stir the emotions and deliver unique experiences. For its "Make it yours!" campaign, AXOR invited the studio's founders—Ana Milena Hernández Palacios of Columbia and Christophe Penasse of Belgium—to design a bathroom concept for a unique hotel suite that embodies their vision of personal luxury. The designers' response, titled, "Utopian Dream," is a high-ceilinged, 20 square-meter space that balances neoclassical and futuristic influences.

Conceived as the bathroom of a luxury hotel in a developing metropolis, 'Utopian Dream' reflects the designers' love of travel, transcending the ordinary to present a space of harmony, reflection and wonder. Palacios and Penasse underlined their concept with an array of AXOR products in Polished Black Chrome, including wash basin faucets and a floor-standing bath faucet from the AXOR Starck collection, the new AXOR Suite basins and bathtub, the new AXOR ShowerComposition shower panel, and the AXOR Universal Rectangular Accessories, all designed by Philippe Starck. The new AXOR Drain, also finished in Polished Black Chrome, serves as a finishing touch to this stunning concept.

For Palacios, a regular visitor of foreign locales, the hotel suite's urban setting triggered a journey of the imagination. "The first thing I did was close my eyes and start to travel," she says. "I traveled to big cities in the world, where you have skyscrapers, and these environments are stunning and really modern." Palacios' vision is expressed in the use of materials such as sealed concrete, oak and steel, and in the presence of towering lancet windows that reflect the skyscrapers beyond. At the same time, the notion of an emerging metropolis, one that is still in development, freed the designers to experiment with new and unexpected materials such as brushed aluminum and iridescent chrome foil. "The thing is, when you're in a city that is in development, there is not too much like a style appearing," Penasse says, citing Panama City as an example. "It's evolving, it's developing. So, there is, of course, a style, but you're not limited to what you're seeing... It's much easier to innovate."

Another key element of the design vocabulary is the striking interaction of colors and surfaces. For Masquespacio, it all began with the choice of Polished Black Chrome, one of the exclusive AXOR FinishPlus surfaces. The perfect color match creates a striking unity among the products from the AXOR Starck collection and the programs AXOR ShowerComposition, AXOR Suite Sinks and Bath Tub, AXOR Drain, and AXOR Universal Rectangular Accessories. "We had a clear idea of what color we wanted the AXOR products to be," Penasse says, "and in our projects it's important that everything is balanced and we don't just pick something... So we made the color of the faucets the starting point." ▸

At the same time, the Polished Black Chrome of the faucets creates a dynamic interplay with the red reflections of the surrounding city, enhanced by the shiny chrome pillars. Concrete floors and brushed aluminum surfaces help provide the balance that Penasse mentions, as do the AXOR Suite washbasins and bathtub. Made with white Solid-Surface material, the AXOR Suite products also feature Polished Black Chrome elements, bringing a personalized touch to their clean and timeless forms.

Masquespacio has conceived a variegated layout for the bathroom, with the AXOR Suite bathtub as an organizing element. “The bathtub is a protagonist,” Palacios explains. “Every area has a different approach. For example, where the tap and the sinks are, you have a plain surface. Where you have the shower itself, you have that form that’s like an arch. The sweeping arches held within the architecture became the perfect stage for the shower area. “You know, when you integrate the arches, it gets more human. Even if it's really futuristic and a bit surreal."

Positioned under a domed ceiling and surrounded by water, the bathtub perfectly aligns with the hotel guest that Masquespacio imagined when designing the bathroom. “He’s a very decisive guy,” says Penasse. “He’s very masculine. But he’s always positive. Everything is magnificent for him. Everything is possible, and he’s open to everything. So this part of the project really represents this—his openness and positive spirit, his looking to the future and not being afraid of anything.”

Bold but balanced, ‘Utopian Dream’ offers a distinctive, immersive space in which its user can truly detach from the outer world. But how does it fulfill the designers’ conceptions of luxury? “In our work, we always take something from the past, something from the present and something from the future,” says Palacios. “But the space always needs to have something that stands out, that is creative, personalized.” In this case, the products of AXOR perfectly meet these requirements, the designers note. But Penasse adds, “It’s also wellbeing at the end. And quality is important for that. And I think that’s where products like AXOR come in.” ●









DESIGNED BY PHILIPPE STARCK

AXOR ShowerComposition





A shower is a very intimate space, and it must be flexible and adaptable to an individual's needs. Designed by world-renowned creator Philippe Starck, AXOR ShowerComposition introduces a striking new universal design language, modern and timeless, to the shower area. The program features sleek, flat surfaces and ultra-slim profiles in an architectonic composition that presents novel possibilities for individual expression. Whether as an all-in-one shower panel or a personalized arrangement of floating modules, AXOR ShowerComposition offers exceptional performance, including immersive PowderRain spray mode overhead and PowderRain shoulder showers with angle adjustment. AXOR ShowerComposition provides the maximum of services by using the minimum of matter.



RADIATING UNIQUENESS– MAKING AN ARCHITECTURAL STATEMENT

AXOR ShowerComposition features a reduced, rectilinear design, the diminutive depth of the showerhead and vertical panels, which extend just 10mm from the wall, counterbalanced by their generous width. While the easy-to-install shower panel offers full functionality in one single basic set, individual shower modules can be composed and arranged for a truly personalized shower experience.







INNOVATION MEETS DESIGN

Showering becomes an experience

Versatile and easy to install, the AXOR ShowerComposition program is available in a variety of configurations. The all-in-one shower panel integrates an overhead shower, a body shower, a thermostatic module, and a hand shower, as well as a textile-wrapped shower hose. AXOR ShowerComposition is also available as a shower module with a 1-jet overhead shower, a shower module with a 1-jet overhead shower and a shoulder shower, or a shower module with a 2-jet overhead and a shoulder shower. A separate 1-jet adjustable shoulder shower module offers additional flexibility. The program is available in the full range of exclusive AXOR FinishPlus surfaces, including Matte Black.



"With the new AXOR ShowerComposition shower program, we have composed three to four objects in one."

PHILIPPE STARCK

In addition to PowderRain, an immersive spray mode that cocoons the body in ultra-fine droplets, selected overhead showers incorporate a conical spray. Temperature and water volume are controlled separately through an intuitive interaction design. The dimensions of the AXOR ShowerComposition showers match perfectly with those of the AXOR Universal Rectangular Accessories, ensuring a cohesive design language throughout the shower area. Most of the required components are manufactured in Germany, reducing the program's CO_2 footprint.



PRODUCT NOVELTY

AXOR Drain


AXOR


AXOR


AXOR

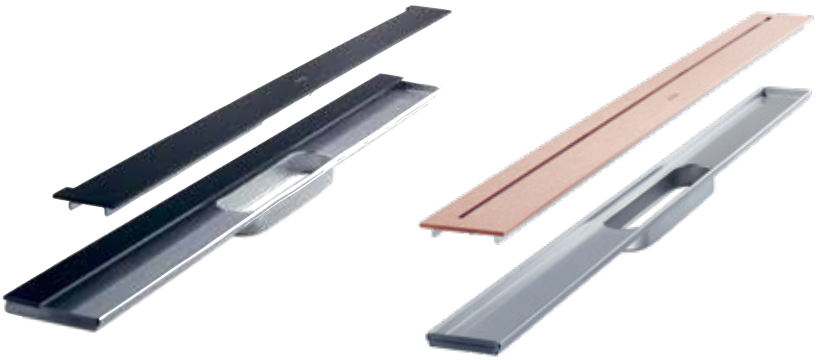

AXOR

AXOR Drain elevates the shower drain to an object of design that completes the look of any AXOR bathroom. Available in the same rich range of AXOR FinishPlus colors and surfaces as the AXOR collections and programs, AXOR Drain makes an individual statement grounded in excellent function. The first design in the program offers a sleek and seamless aesthetic, without visible silicone joints, harmonizing with various shower floor materials—from marble to porcelain, travertine to slate. Thanks to newly acquired innovative technology and outstanding AXOR quality, the drains are easy to install, require minimum cleaning and offer uncomplicated access to one's choice of Siphon or Dryphon draining mechanism.





The new AXOR Drain features a long, minimalist exposed rectangular design cover, available in all AXOR FinishPlus PVD surfaces as well in classic Chrome and lacquered Matte Black and Matte White.



INDIVIDUALITY TO THE DETAIL

Shower drains become a design object

With no visible connecting silicone joints, the AXOR Drain melds seamlessly with the surrounding materials and can be easily removed with the included grate lifter. The finish set comes in two installation versions, free-standing and wall-mounted, ensuring a precise, personalized fit. A removable inlay serves as an installation aid, allowing tiles to be positioned perfectly before inserting the actual finish set. For drainage solutions, users can choose between the pre-installed standard Siphon, or substitute it for the included Dryphon, which contains a self-opening, silicone membrane. Dryphon technology allows for a high flow rate of up to 55 litres/min, preventing buildup and thus reducing cleaning to a minimum. AXOR Drain also utilizes the uBox—a height-adjustable, leak-tight drainage basic set designed for all AXOR products, available in three variants to meet all country standards.

DESIGNED BY PHILIPPE STARCK

AXOR Suite Basins & Bathtub







Through elegant design and specially finished elements, AXOR Suite basins and bathtub, designed by world-renowned creator Philippe Starck, bring harmony and a personal touch to any bathroom interior. Each piece is made with Solid-Surface material for resistance and longevity, while smooth contours, small radii and ‘soft’ inner basins, devoid of lines or ridges, ensure a clean modern look with universal appeal. At the same time, specially finished elements—a shelf on the bathtub, a wrap-around surface on the washbasin sides—allow users to express their individuality.





AXOR Suite basins take the form of versatile circular or rectangular wash bowls that can be installed on any appropriate bathroom furniture or surface. The circular bowls come in two sizes: with either a 300 mm or 400 mm diameter. The rectangular bowls are available in three sizes: 285 x 285 mm, 400 x 400 mm and 600 x 400 mm.



"The new AXOR Suite washbasin combines metal and SolidSurface—a symbol of eternity and elegance."

PHILIPPE STARCK



UNIQUELY UNIVERSAL–
MATCHING YOUR CHARACTER

Rectangular or circular, the AXOR Suite basins are timeless, universal, elegant forms, characterized by small radii, soft and smooth inner basins. They are encased in Matte Black, Chrome or one of the polished or brushed AXOR FinishPlus finishes, creating another luxurious option for a personal touch in the bathroom. "The new AXOR Suite sink combines metal and SolidSurface–a highly technological material–symbolizing eternity and elegance," says designer Philippe Starck.







The bathtub, circular at the ends and straight on the sides, is generously sized at 1900 x 830 mm. With AXOR Suite, one's favorite bath-time objects, from books to personal care items, find their place on an optional orderable shelf. With a wide range of possible surface finishes, they can be selected in coordination with all other AXOR products in the bathroom, ensuring a holistic design language throughout.

DESIGNED TO LAST FOREVER

Strong statement in the bathroom

Its size alone makes the bathtub the centerpiece in most bathrooms. In the elegant AXOR Suite model, Philippe Starck has not only put emphasis on a timeless, universal design, but also on durable materials. The use of SolidSurface, a durable, stain-resistant surface derived of natural materials and pure acrylic resin meet Starck's claim: "Designed to last forever." Non-porous and easy-to-clean, SolidSurface is ideal for environments that require the highest standards of hygiene.

Rosewood São Paulo

A reinvented historic hospital welcomes new life

AXOR STARCK

–

IN A PROJECT BY
PHILIPPE STARCK
2021







A newcomer to São Paulo's luxury hotel scene, Rosewood São Paulo has already become one of the city's most exciting destinations. Spearheaded by entrepreneur Alexandre Allard, and designed by leading international figures including the Pritzker Prize-winning architect Jean Nouvel and visionary artistic director Philippe Starck, Rosewood São Paulo is a love letter to Brazil. Set in a former hospital, Matarazzo Maternity, the hotel is the centerpiece of the Cidade-Matarazzo enclave; a 30,000 square meter complex of historic buildings that is set to become Brazil's largest upcycling project. Jean Nouvel preserved the site's storied architecture while adding new elements, including the hotel's 'vertical garden' tower. Containing over 160 guestrooms and 100 purchasable suites, the tower presents a stunning, trellised alternative to the city's skyscrapers. For the hotel's interiors, celebrated visionary Philippe Starck worked with dozens of local artists and artisans to create one of the largest collections of original artworks in the city.

Showcasing São Paulo's cultural and natural heritage

In line with the Rosewood Hotel Group's "Sense of Place®" philosophy, wherein the character of a locale is woven into the hotel's identity, Rosewood São Paulo's design draws inspiration from Brazil's roots. Starck collaborated with a group of 57 Brazilian artists and artisans, who were commissioned by the Rosewood Group to approach the property as a once-in-a-lifetime art project. Adhering to just one guideline—that their creativity must respect the past and point to the future—the coterie produced over 450 works, from graffiti-inspired paintings to carpets threaded with local wildlife motifs. In the bedrooms, guests will find highly polished wood and other luxurious materials. Bathrooms of white marble find balance in warm wood accents and, of course, the AXOR Starck collection in Brushed Bronze.

Archetypical harmony with AXOR Starck

Inspired by the primitive hand pump, AXOR Starck is perfectly in keeping with the hotel's aesthetic principle of balancing past and future. The AXOR Starck washbasin faucets encase an ultra-slim cartridge to regulate the flow-rate, while the choice of pin handle for Rosewood São Paulo conveys a rational, reduced appearance. At the bathtub, the archetypal form becomes a towering, freestanding mixer with exceptional function,



accentuated by the AXOR Starck thermostat and baton hand shower. Coordinating the collection in Brushed Bronze, Starck has developed an elegant palette for the Rosewood São Paulo bathrooms, creating an atmosphere of calm and comfort in which guests can truly relax.

An emblem of the city's past and future

Rosewood São Paulo is superlative in many ways, but the stunning metropolitan oasis keeps its history in full view. Everywhere one finds examples of heritage; from the building's restored and repurposed rooms and façade to the artwork referencing Brazil's cultural roots. Combined with an array of exceptional amenities—two pools, a cinema, a music studio, ample event space, an integrative wellbeing concept—the result is a landmark development with a symbolic past.

ROSEWOOD SÃO PAULO

Hotel
São Paulo, Brazil

AXOR STARCK

A modern and luxurious place to relax: In the white marble-dominated bathrooms of Rosewood São Paolo, designer Philippe Starck sets elegant highlights with the minimalist AXOR Starck products in Brushed Bronze.





USHI TAMBORRIELLO

Gretel and Hansel





"It was the Black Forest, home of AXOR, which led to the iconographic 'forest fairy tale' of Hansel and Gretel."

Ushi Tamborriello and her team create one-of-a-kind spaces that unify a particular place, time and function. The Swiss-based interior architect and production designer founded Atelier ushitamborriello in 2004, and has garnered international acclaim for her considered, refined and highly original concepts. From wellness resorts to remarkable hotels, restaurants to exhibition installations, the works are always aesthetically independent from each other and contain layered atmospheres that allow for highly personal, sensuous experiences.

A place of magic and respite in the Black Forest

With ‘Gretel and Hansel’, Swiss-based interior architect Ushi Tamborriello and her team present a bathroom full of understated elegance, generous comfort and narrative density. Thematically set in Germany’s Black Forest, the 15sqm bathroom concept is Tamborriello’s personal response to the AXOR ‘Make it yours!’ campaign and is a stunning example of the interplay between narrative and space. Imagined as a private bathroom for a modern-day Hansel and Gretel, the titular characters of the Brothers Grimm fairytale, the bathroom acts as a reflection of these imaginary protagonists' character. The two distinct personalities are also reflected in a corresponding selection of AXOR products, including AXOR MyEdition, the new AXOR Suite sinks and AXOR ShowerComposition, as well as AXOR Universal Rectangular Accessories and AXOR Drain in Matt Black or Polished Red Gold.

“AXOR's products revolve around the concepts of individuality, personalization, and ultimately the user's personality,” says Tamborriello. “We quickly realized that the best way to approach a fictional character was through scenography. This realization opened up a multitude of creative dimensions. We were inspired by the variety of innovative materials available for the faucets, the sinks, the accessories- from dark woods and bronze to marble,” she adds. “The quarries of Carrara became a topic of concern, as well as Michelangelo and his idea of the liberation of sculpture from stone… Ultimately, however, it was the Black Forest, home of AXOR, with its many stories, which led to the iconographic ‘forest fairy tale’ of Hansel and Gretel.”

The story may be familiar, but Tamborriello's interpretation expands the narrative, pondering how the famous twin siblings would live today and how these distinct characters could be embodied by a space. The dichotomy between these two figures gave rise to a spatial concept with a unique tension all of its own. Right down to the individual faucets, the staging playfully drives the narrative forward. At the sink, for example, Hansel uses the square version of the AXOR Suite sink, while Gretel prefers the round version. AXOR MyEdition faucets crown both washbasins; in a plate of American walnut and Polished Red Gold finish for Gretel, and a white marble plate and Matte Black finish for Hansel. “This duality characterizes the entire design. The light, white marble of the walls contrasts with the heaviness and elegance of the black marble on the floor and ceiling,” says Tamborriello.

By setting the narrative in the mountainous Black Forest, the spatial design also assumed a third dimension: “We wanted to use these 15 square meters in a well thought-out and innovative way,” says Tamborriello. “In the room, we not only moved from front to back, from right to left, but also from bottom to top.” Consequently, a large frame dominates the layout of the bathroom. It divides the space into an active front area featuring vanities, closet space, and seating. On the other side, a contemplative rear space with a bath tub and shower features a grand view of the countryside. These two spatial sequences are connected by a filigree swimming pool ladder– a defining, symbolically charged motif whose gesture ingeniously links the different worlds. In all spaces, subtle lighting by Jörg Krewinkel and his team at Lichtkompetenz deepens the recuperative, intimate atmosphere. In the shower area, a fluted glass window ensures privacy as well as a connection to the outer world. These details

help construct a space that meets a global trend: the demand for bathrooms offering both a retreat from daily life and a stage for self-expression. In "Gretel and Hansel," these twin desires combine in the AXOR ShowerComposition shower panel in Matte Black, for example, or in the AXOR MyEdition wall-mounted bath spout topped with a plate in American Walnut. Alternatively, the AXOR ShowerCompostion shower module with hand shower and thermostatic module provide immersion and personalization and are finished in Polished Red Gold. The AXOR Universal Rectangular Accessories serve as functional sculptures throughout the bathroom, and feature Polished Red Gold or Matte Black finishes.

Despite its contrasts, or perhaps because of them, the vision of Tamborriello and her team is concurrently cohesive and distinct. A sense of balance is found between all elements; from the bathroom's layout to the multitude of references, the palette to the preferences of the personalities. "Working on this sensitive interface between exhibition, installation and classical interior design required a deep engagement with the subject matter," says Ushi Tamborriello. "Our goal was to guide the project into a resilient spatial statement that was poetic but also able to withstand the stresses of everyday life." In this regard, 'Gretel and Hansel' certainly succeeds in telling its own tale. ●



DESIGNED BY PHOENIX

AXOR MyEdition

EXPANDED RANGE AND NEW SURFACE
MATTE BLACK




AXOR

AXOR MyEdition: A statement of personality. Monolithic, linear and straightforward in design, the faucet is crowned by an elegant plate made of choice material. This year, three new faucet models are expanding the AXOR MyEdition range. Even more individualization for AXOR MyEdition is introduced by the AXOR FinishPlus surfaces, which now also include the Matte Black finish. The entire AXOR MyEdition collection and the matching AXOR Universal Rectangular Accessories will be available in this especially expressive and modern color.







VARIETY MEETS EXCELLENCE

An expansion of the AXOR MyEdition collection

By adding the single-lever lavatory faucet 110, the three-hole lavatory faucet 110, and the three-hole lavatory faucet for wall mounting to AXOR MyEdition, AXOR expands the range of the collection. The striking formal language remains monolithic and linear.



BOLD ACCENTS FOR THE SINK

A new surface finish for AXOR MyEdition

All products in the AXOR MyEdition collection, as well as select complementary products from the AXOR Showers range or the AXOR Universal Rectangular Accessories, are now also available in the AXOR FinishPlus Matte Black finish.



The products of the AXOR MyEdition collection are perfectly complemented by the AXOR Universal Rectangular Accessories with a coordinated design and formal language. This combination now also features a uniform color scheme in expressive Matte Black.

Sonne Seehotel

A hotel steeped in history searches for new horizons

AXOR ONE
AXOR UNIVERSAL ACCESSORIES

–

IN A PROJECT BY
USHI TAMBORRIELLO
2022







Situated on a headland overlooking Lake Sempach in the heart of Switzerland, the Sonne Seehotel has been welcoming guests in a variety of constellations for 172 years. As part of an extensive renovation project in 2022, Swiss-based interior designer Ushi Tamborriello and her team were tasked with conceiving the lobby, restaurants, conference rooms and suites of the hotel. Following the owners' wishes to "extend the hotel's eponymous sun within the context of the universe," Tamborriello created open interiors in close harmony with the hotel's history and surrounding lake, referencing the sun, moon, and stars. Guests can discover a sphere of luxury in each of the 16 new suites—a sense perfectly encapsulated by the sculptural AXOR One collection and AXOR Universal Accessories, finished in Brushed Bronze.

Symbiosis of past and present

The hotel's interpretation of light and space invites guests to a journey of discovery. A playful outer facade of linear wooden slats, developed by architecture and project management firm A6 AG, resembles a bed of reeds through its vertical structure. Inside, this motif takes on a warmer semblance within the spacious lobby. The lobby acts as the hub of the hotel complex, connecting the newly constructed building with the structure of the original hotel. Upon entering, guests are immediately stunned by an exposed coffered ceiling of glazed concrete suspending a series of seemingly floating golden discs. Sourced from formerly used lamps and lights of the hotel, these discs are playful representations of the sun in tandem with other celestial bodies. Such intertwining of past and present can also be seen in the passageway connecting the new building with the pre-existing structure. Curved metal beams and a mirrored wall courtesy of Jörg Krewinkel's lighting design team create a dazzling illusory effect in this "tunnel of time."

Celebrating water with AXOR One

Water plays a starring role in each of the suites, whether as a bathtub on the terrace, a picturesque view of the lake, or in the AXOR One collection in the bathrooms. The AXOR One Overhead shower 280 2jet features a spray disc with a distinctive, graphic design that offers Rain and PowderRain spray types, which use the minimum amount of water to luxuriously immerse the user. The AXOR Universal Accessories have been finished in Brushed Bronze for a precise match, and the accessories' universal forms resonate with the archetypal AXOR One products.





A place of balance and contrast

For all its celestial references, the Sonne Seehotel remains deeply connected with its immediate surroundings. The hotel's restaurant works with local fishermen and regional ingredients, and guests need only turn to Lake Sempach for celebrations in the "Sunlight" and "Sunshine" rooms, or for a cocktail in the "Moonlight Bar" to remind themselves of where they are. ●

SONNE SEEHOTEL

Hotel
Eich, Switzerland

AXOR ONE

Elegant, reduced and pure - the essence of the AXOR One collection is simplicity. As an all-in-one combination, the shower pipe is a clear appearance in the shower thanks to its integrated wall connection.







BARBER OSGERBY

Skyline



"Being able to remove yourself– having time and space to think–it's luxury."

Internationally acclaimed designers Edward Barber and Jay Osgerby founded their London-based studio in 1996, after graduating from London's Royal College of Art. Their multidisciplinary practice challenges the boundaries between industrial design, architecture, and art.

Along with furniture and lighting for some of the world's leading brands, Barber Osgerby have undertaken design projects ranging from the 2012 Olympic torch to the two-pound coin for Great Britain's Royal Mint to the seating for the 13th-Century Portsmouth Cathedral. Barber Osgerby are advocates for intuitive interaction within the products they design. This approach is perfectly reflected in their groundbreaking AXOR One collection.



An elegant sanctuary overlooking the city

What happens when one of the world's most acclaimed design studios for furniture and products develops an entire bathroom reflecting their personal idea of luxury? With its 'Make it yours!' campaign, AXOR challenged London-based Barber Osgerby to do just that. The result is 'Skyline', a concept for a slim, elegant bathroom in the corner of a penthouse apartment in London, where space is at a premium, but the sense of luxury remains uncompromised. Equipped with Barber Osgerby's own AXOR One bathroom fixtures and AXOR Universal Circular Accessories, all in a brand-new Matte White finish, Skyline offers a very personal vision that reinterprets beauty and wellbeing in smaller spaces.

"The project was inspired by the move towards more compact living," explains Jay Osgerby, one half of the acclaimed design duo. "It's a move away from the huge, lounging, spa-style bathrooms that we've come to know from the top-end of the market over the last few years, into creatively addressing compact spaces, particularly in urban environments." Imagined as a part of a London penthouse, the 7 m^2 bathroom, which prioritizes natural light to maximize the sense of spaciousness, features a floor-to-ceiling window as well as a large skylight above the shower. "It's about being clever with the space," Osgerby says, "by flooding it with light and offering views."

Color plays a leading role in the Skyline concept, although Barber Osgerby have departed from current trends in their thoughtful use of it. "The tendency is often—particularly at the moment—that you paint one wall in one color, you leave another wall in another color, and you have a big picture on the other wall," Osgerby observes. "And in a compact space, it doesn't really work." As an alternative, the designers opted for an all-over monochrome green, created with tiles from their Primavera collection for Mutina. The tiles' soothing tone fulfills multiple roles: "In terms of color theory, green is obviously the most calming color," Osgerby says. "It's a reference to nature. But at the same time, in this instance, it gives us the ability to have one palette which unifies the entire space."

The green of the tiles allows for a striking visual contrast with the all-new Matte White surface finish of the AXOR One fixtures and AXOR Universal Circular Accessories. Selected products from the collection and accessories program are also available through the AXOR Signature Service in an array of color finishes, all curated by Barber Osgerby. "With AXOR One, we've taken what's really needed and made it into the most refined object we possibly can," notes Osgerby, "and for us, the Matte White finish actually exemplifies this in terms of its purity, simplicity and calmness." In the context of the bathroom, white has long been synonymous with hygiene and cleanliness, and the Matte White finish infuses these associations into the AXOR One fixtures.

Choice of color is central to the individualization megatrend that the AXOR 'Make it yours!' campaign explores. The option to use the Matte White finish across the bathroom, as Barber Osgerby have done with their Skyline concept, allows for a truly individualized expression, without compromise. Matte White appears not only on all faucets, from the lavatory faucet to the shower pipe to the thermostatic module, but on all accessories as well, from towel hooks to shelves to mirrors and the AXOR Drain. ►

The result is a unified aesthetic in service of the overall sense of calm the designers sought to create: "The bathroom has always been talked about as being a sanctuary," says Osgerby. "And I don't feel like that's really gone. These spaces are one of the few spaces that give you sanctuary from the craziness of life."

So, who is the lucky client Barber Osgerby had in mind with this highly personalized bathroom concept? "I think a lot of designers spend a lot of time saying how they design for the market, but we can't really do that," says Osgerby. "Actually, we design for ourselves. In our studio, I think we're all unified in this. If we don't make something or produce something we wouldn't want to live in or use, it just doesn't happen. We're not a design consultancy, you see. We're people who design things that we love."

A harmonious space of subtle beauty, offering retreat from the bustling metropolis, the Skyline bathroom concept speaks directly to Osgerby's personal idea of luxury. In the designer's words, "Luxury is time, advancement, space, and travel. And some of those things we can get in here. The idea of being able to remove yourself—of having time and space to think—it's luxury." And how does personalization play into this idea of luxury as well-being? "If you're able to be in a lucky position to create your own environments," says Osgerby, "then you're living in your own painting, you're living in your own artwork. And hopefully, if you're happy with what you've created, you can feel content, which naturally means that you can relax."





DESIGNED BY BARBER OSGERBY

AXOR One
AXOR Universal Circular

NEW SURFACE IN MATTE WHITE




Aesop
Aromatique Hand Wash

The minimalist, elemental shapes of the highly successful AXOR One collection redefine familiar archetypes and bring timeless design into the bathroom. Our new Matte White color underlines this effect and expands the range of AXOR One's custom surface finishes. The AXOR FinishPlus Matte White surface expands upon one of the most important color trends in design and interior architecture. Whether as a contribution to minimalist bathroom design or as an architectural highlight: Depending on the environment, AXOR One in Matte White, also complemented by the AXOR Universal Circular Accessories in matching colors, can either blend in subtly or stand out.



THE NEW COLOR CODE
The finishing touch to AXOR One

The AXOR One collection, designed by Barber Osgerby, exemplifies a dedication to the essence of simplicity and reinterprets archetypal forms through radical innovation. Characterized by slim silhouettes, flat surfaces, soft edges and balanced proportions, combining AXOR One with the color Matte White was the logical next step for AXOR to highlight its minimalist and functional design.



Showers, faucets and thermostats from the AXOR One collection can be perfectly complemented with AXOR Universal Circular Accessories in Matte White. This makes it possible to unify the entire bathroom furnishings in a consistent design language and color scheme.





The AXOR FinishPlus Matte White surface finish emphasizes the streamlined, elegant aesthetic of AXOR One's lavatory faucets.

Chouchou Hotel

Cosmopolitan flare and modern refinement in the ‘City of Light’

AXOR CITTERIO M
AXOR SHOWERHEAVEN

–

IN A PROJECT BY
MICHAEL MALAPERT
2021


11
chouchou
11
PASSAGE DU HAVRE
Bar
LA MER À BOIRE
Guinguette
LA GRANDE BOUFFE


LA SCÈNE



Named after a French term of endearment, the Chouchou Hotel presents a warm-hearted, vivid homage to Paris for guests and locals alike. Parisian-native interior architect Michael Malapert envisioned the hotel's blue and white facade, public spaces and 63 rooms, and everywhere one finds delightful references to French craftsmanship, design and culture. Live entertainment, private spa rooms and a traditional French market cater to residents and visitors, who will surely enjoy the hotel's central location. Paris's 9th arrondissement, famed for its world-leading opera houses and department stores, is a natural setting for a hotel so celebratory of the city's past and present. Amid this glowing atmosphere of metropolitan elegance, it should come as no surprise to find the AXOR ShowerHeaven and AXOR Citterio M collection in the hotel's bathrooms, encased in a resplendent Brushed Bronze finish.

AXOR and Chouchou: eye-catching in every measure

Designed for the metropolis, AXOR Citterio M expresses the urban aesthetic of refinement and sophistication. The collection's reduced, slender forms, and understated presence help transform the Chouchou Hotel into a safe haven from the vibrant streets beyond. In selected suites, AXOR Citterio M appears alongside

the AXOR ShowerHeaven; an overhead shower with three-spray types for a tailored, deeply immersive experience. The Brushed Bronze finish, one of many exclusive AXOR FinishPlus surfaces, further elevates the AXOR Overhead Shower and AXOR Citterio M collection, creating striking accents against the hotel's calming palette of blue and white tones.

A house of many influences

The Chouchou Hotel convinces with an aesthetic bordering on whimsy—tempered by a meticulous curation of objects and influences. Two Junior suites, named after songs by Edith Piaf and Serge Gainsbourg, showcase vintage photos and bold splashes of color. Books line the corniced walls of the main suite, L'Arrache-Coeur, which references a noted 1950s novel. Downstairs, the restaurant Le Marché has established itself as local hotspot offering French cuisine during day and a food market at night with ham/cheese and fish "planches". And, at the Bar Guignette, guests can enjoy a handcrafted cocktail and live entertainment under a glass atrium. The exterior is distinctive yet subtle—guests always appreciate the Chouchou Hotel's charming esprit with its bright lights and bold colors. ●

AXOR FINISHPLUS

Whether brushed or polished to absolute flawlessness, AXOR FinishPlus surfaces offer the perfect final touch for any luxurious bathroom. The finish not only impresses with its elegant look, but is also hard-wearing, durable and scratch-resistant. Another step for AXOR to offer maximum possibilities of individualization.



CHOUCHOU HOTEL

Hotel
Paris, France





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